

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

**1-14. (Cancelled)**

15. **(Currently amended)** Particulate titanium dioxide of rutile crystalline form comprising 0.05 to 0.5% by weight of aluminum oxide and 0.1 to 1 % by weight of zinc oxide, the balance being titanium oxide, and having a primary particle size between 0.5 and 2.0  $\mu\text{m}$  and a reflectivity to visible light less than 95%,

wherein aluminum oxide and zinc oxide are incorporated into the crystalline lattice.

16. (Previously presented) The particulate titanium dioxide of claim 15 consisting essentially of 0.05 to 0.4% by weight of aluminum oxide and 0.1 to 0.8% by weight of zinc oxide, the balance being titanium oxide.

17. (Previously presented) The particulate titanium oxide of claim 16 wherein 0.05 to 0.3% by weight of aluminum oxide and 0.05 to 0.5% by weight of zinc oxide are incorporated in the crystalline lattice.

18. (Previously presented) The particulate titanium dioxide of claim 15 exhibiting a transmittance to infrared radiation which is not 0.2 times more than that of rutile titanium dioxide pigment of 0.2 to 0.4  $\mu\text{m}$  particle size in the cumulative transmittance values over the 1.4 to 3.0  $\mu\text{m}$  wavelength range, when the transmittance is measured on a transparent paint film containing the titanium dioxide particles at the same concentration.

19. (Previously presented) The particulate titanium dioxide of claim 15 having a high spreadability on the human skin in a cosmetic medium.

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20. (Withdrawn-previously presented) A process for producing the particulate titanium oxide of claim 15 comprising:

blending hydrated titanium dioxide with 0.1 to 0.5% by weight of aluminum oxide or hydrated aluminum oxide, 0.2 to 1.0% by weight of ZnO, and 0.1 to 0.5% by weight of a potassium compound calculated as  $K_2CO_3$ , all percentages being based on the  $TiO_2$  content of hydrated titanium dioxide; and calcining the blend at a temperature between 900°C and 1100°C.

21. (Cancelled)

22. (Cancelled)

23. (Withdrawn) The process of claim 20 wherein said potassium compound is potassium hydroxide or potassium chloride.

24. (Withdrawn) The process of claim 20 further comprising the steps of blending said hydrated titanium oxide as a wet cake before calcination with said aluminum, zinc and potassium compounds, and drying the wet cake so that the  $TiO_2$  content is 50 to 60% by weight of dried blend.

25. (Withdrawn) A coating composition comprising an amount effective to shield IR radiation of the particulate titanium oxide of claim 18.

26. (Withdrawn) A plastic molding compound comprising an amount effective to shield IR radiation of the particulate titanium dioxide of claim 18.

27. (Withdrawn) A cosmetic composition comprising an amount effective to shield IR radiation of the particulate titanium dioxide of claim 18.

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28. (Withdrawn) A cosmetic composition comprising an amount effective to improve the spreadability of the particulate titanium dioxide of claim 19.

29 (Previously presented) The particulate titanium dioxide of claim 15 comprising 0.05 to 0.4% by weight of aluminum oxide and 0.1 to 0.8% by weight of zinc oxide, the balance being titanium oxide.